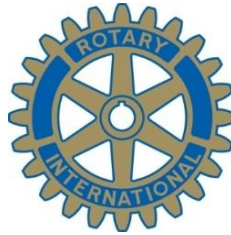


Rotary International District 5830

Strategic Plan 2013-2016



Vision

District 5830 Leaders promote the Core Values of Service, Fellowship, Diversity, Integrity, and Leadership, resulting in Rotary Clubs that are Growing, Vibrant, and Engaged; filled with Rotarians passionate about Service.

Mission

To assist Rotary Clubs across District 5830 to Advance the Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service;

SECOND: High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD: The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH: The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

Strategic Priorities for 2013-16



Support and Strengthen Clubs

- Improve and strengthen the District leadership structure to support club activities over a number of years. Work toward strengthening the multi-year leadership structure with an emphasis of getting leaders in positions aligned with their passions.
- Assist clubs in increasing membership, emphasizing diversity in race, gender and age.
- Help clubs to emphasize retention through improved orientations and putting their newest members to work on meaningful projects and service activities
- Encourage putting younger Rotarians into positions of leadership within the clubs with close attention and guidance from seasoned Rotarians
- Develop multi-year leadership training programs and deploy across the District. Focus that deployment through regional training offerings, emphasizing training district and club leaders in all aspects of Rotary, The Rotary Foundation. Consider use of web-based, (Webinars), and face-to-face programs
- Encourage Youth Service programs (Rotaract, Interact, RYLA, and Youth Exchange)
- Enable greater attendance at District Meetings by controlling their length and holding them in a variety of locations each year
- Identify at-risk clubs and develop support mechanisms to help strengthen and aid them in becoming successful again
- Help each club to begin the journey toward defining their DNA and developing and implementing a strategic planning process that works for them. Encourage Clubs to enter their goals and information on Rotary Club Central
- Encourage clubs to participate in a variety of service activities, both local and global
- Encourage two-way dialogue with Club Leaders, asking:
 - What do they need from District Leadership?
 - What assistance would be most helpful?
- Seek and gather input from the Clubs, posting on the District Website and Calendar:
 - Their Best Fund Raising Ideas, providing contact info on those knowledgeable who can give details to other Club representatives
 - Their Best Service Projects, (again) with contact info for background info.
 - Their Upcoming Fund Raiser and Service Project Dates.
 - Highlight as many of the above as possible in the District Newsletter
 - Highlight the above on Facebook or LinkedIn Networking Sites as they are commissioned.
 - Highlight Clubs' Best Programs and consider developing a Best Programs Award with appropriate recognition across the District.



Focus and Increase Humanitarian Service

- Assist Rotary to Eradicate Polio by 2018
- Increase sustainable service projects around Rotary's Six areas of focus
 - **Peace and conflict prevention/resolution**
 - **Disease prevention and treatment**
 - **Water and sanitation**
 - **Maternal and child health**
 - **Basic education and literacy**
 - **Economic and community development**
- Increase collaboration among and between clubs in areas of passion surrounding humanitarian service. Encourage joint project support and collaboration among clubs.
- Determine each Club's DNA – "what is it known for in its community" and drive local service projects around that understanding and passion.
- Fully deploy Future Vision and post requirements in terms of Club Certifications, Structure & Record Keeping on the District Website.
- Provide District sponsored training on grant writing for success.
- Encourage participation toward 100% in each club in Every Rotarian Every Year Emphasis. Share innovative ways that clubs have increased members' participation.
- Develop and implement multi-year sustainable emphases on global initiatives in:
 - Mozambique through linkage with the Africa 180 Organization.
 - Guatemala through linkage with Refuge International.
 - Books for the World and the Tilapia Project (when developed), and Others
- Encourage members to become Paul Harris Fellows, TRF Sustaining Members, Paul Harris Society Donors, Major Donors, Benefactors, and Bequest Society members. Help District Rotarians to understand these distinctions and opportunities.
- Develop cooperative service projects between our district and other districts in Zone 30 and 31 and internationally.
- Recognize individual clubs' service projects and promote those through District meetings, the District Website, and Social media.
- Get "Generation Y" members active in meaningful service project work, immediately upon their becoming Rotarians, moving them routinely to new ventures, and engaging their creativity and passions to develop and promote new service initiatives.



Enhance Public Image and Awareness:

- Help each Club to identify its core missions and emphases, its DNA.
- Ask each Club to identify what it is known for in its Community, and if nothing, to work toward developing that thrust. Link Club officials with Local Leaders: Mayors, City Council Persons, County Judges, United Way or Community Chest Leaders. Encourage Clubs to ask for and obtain the latest “Community Needs Assessments” or like documents. Encourage Club leadership workshops for Clubs to review these needs and agree on new initiatives or Rotary service projects that can meet those needs.
- Emphasize promotion through existing media outlets: newspapers, radio, TV spots, and signage.
- Emphasize promotion through new outlets: Facebook, Twitter, LinkedIn, Text-blasts, and other forms of media.
- Develop a District clearinghouse and database on successful service projects, fundraisers, etc.: communicating them first, club-to-club, and into the respective communities.
- Insure that District leaders communicate with Club leaders on a routine basis and that such linkages are two-way, with effective feedback loops.
- Encourage use of RI Public Relations tools where possible.
- Help clubs to engage their community and local school district leaders in a needs assessment process.
- Encourage Clubs to promote projects that help children, both locally and globally and spread information in the communities about successes.
- Share success stories on the District Website and Newsletter and at District meetings.
- Encourage Clubs to link with local School Districts and Colleges, providing Scholarships, Honoring Teachers, and sponsoring Interact and Rotaract Clubs and sponsoring students to attend RYLA.
- Encourage Clubs to honor local public service workers and publicize through media outlets.
- Encourage Clubs, where possible, to include professional media individuals as club members.